

ABSTRACT OF THE DISCLOSURE

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An information delivery system and information delivery method can provide information delivery services that utilize network resources efficiently. A push server 3 transmits data associated with summary content 15 (summary of detailed content 23) to a push delivery controller 2, and a terminal 1 transmits data associated with the terminal 1 to the push delivery controller 2. According to these data, the push delivery controller 2 decides the terminal to which the summary content is to be transmitted, and notifies the push server 3 of the terminal. The push server 3 transmits the summary content to the terminal notified.

When the terminal 1 wishes to acquire the detailed content corresponding to the received summary content, it sends to the pull server 4 a request to transmit the detailed content. In response to the request, the pull server 4 transmits the detailed content to the terminal 1.